



# EUROPEAN LIGHTER CATALOGUE 2016



More for your money... Always!

WE OFFER **SIMPLE,**  
**INVENTIVE\***  
AND **RELIABLE**  
LIGHTERS FOR EVERYONE,  
EVERYWHERE, EVERYTIME.



*There is always one BIC® lighter for you!*

# BIC LIGHTERS IN NUMBERS

**N°1**  
POCKET LIGHTER  
brand worldwide

**42**  
YEARS  
of expertise

**4**  
FACTORIES  
all around the world

**MORE THAN 50**  
separate automatic  
**QUALITY AND SECURITY CHECKS**  
during the manufacturing process

**100%**  
of BIC® POCKET lighters are made in our  
**OWN FACTORIES** with state-of-the-art automatic assembly equipment

## 5 GOOD REASONS TO CHOOSE BIC

Every day<sup>(1)</sup>, all over the world, seven million BIC® lighters are chosen by consumers. If BIC® lighters continue to conquer the world 42 years after their inception, it is because quality and safety are number one priorities for us.

**1**

### IN-HOUSE PRODUCTION

BIC® lighter manufacturing is fully integrated from raw materials to packaged lighters. In BIC® lighter factories, located in France, Spain, the United States and Brazil, proprietary manufacturing methods, identical assembly processes and consistent automatic controls guarantee a high and consistent level of quality.

**2**

### SAFETY STANDARDS

All BIC® pocket lighters meet or exceed international standards (ISO9994, EN13869). These norms set safety requirements such as resistance to high temperatures, maximum flame height, shock resistance to dropping or child resistance.



**3**

### HIGH-TECH MANUFACTURING PROCESS

BIC has specifically designed and developed state-of-the-art technical equipment, including digital cameras capable of measuring characteristics such as flame height, stability and extinguishment, with extreme precision.



**4**

### A LARGE VARIETY OF CHOICE

Based on a consumer survey<sup>(2)</sup>, each year BIC offers more than a hundred decorated lighters in line with consumers' personal tastes all across Europe.



**5**

### BEST VALUE FOR MONEY

A maxi BIC® flint lighter provides up to 3,000 flames. This is two times more lights than other flint lighters of the same format.<sup>(3)</sup>



(1) Based on 270 days  
(2) among 60 series shown to 963 smokers (18-70 years old) in 5 countries (PL, SP, IT, DE, FR) - Consumer survey - Harris Interactive JAN 2015 - except Message deers  
(3) Internal testing EU Market 2008-2010



## 1 KEY PROMOTIONAL EVENTS

SMILEY® .....	12
FOOTBALL CHAMPIONS .....	14
BRAZIL .....	16
SMILEY® WORLD .....	18
COLORSCOPE .....	20
SHINE BRIGHT .....	22

## 2 DECORATED LIGHTERS

### FLINT LIGHTERS

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# KEY PROMOTIONAL EVENTS

SMILEY®	12
FOOTBALL CHAMPIONS	14
BRAZIL	16
SMILEY® WORLD	18
COLOROSCOPE	20
SHINE BRIGHT	22



## QUARTER 1



J26



J39



## QUARTER 2



J26



J25



## SEMESTER 1

COLORSCOPE

J25



## KEY PROMOTIONAL EVENTS

## SUMMARY

## QUARTER 3



J26



J25



## QUARTER 4



J38



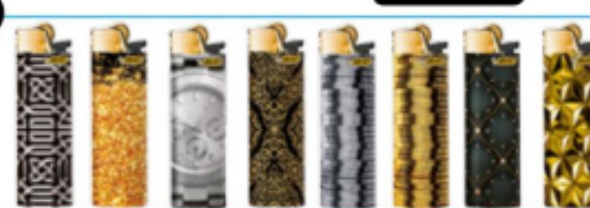
J25



## SEMESTER 2



J26





## Licence

## KEY PROMOTIONAL EVENTS

### Trays of 50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV SMILEY® 16 50 EU	934 161	3086123161689	50,50 €
LI J26 SLV SMILEY® 16 PBL 50 EU	934 162	3086123161689	50,50 €
LI J6 SLV SMILEY® 16 PBL 50 EU	934 163	0070330603554	41,50 €
LI J39 SLV SMILEY® 16 50 EU	934 164	3086123359666	56,50 €



**J26 Smiley®**  
Available quarter 1

### Counter displays

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26/J39 SMILEY® 16 2TD EU	934 216	3086123417724	107,00 €
LI J26/J39 SMILEY® 16 4TD EU	934 283	3086123418394	214,00 €



**J39 Smiley® World**  
Available quarter 1

### Blister packs

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV SMILEY® 16 BL2 EU	934 197	3086123417533	2,40 €
LI J39 SLV SMILEY® 16 BL2 EU	934 199	3086123417557	2,61 €



Presentation box & leaflet available

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The smiley, a designed draw representing a smiling face, appears in the 60's in the USA. Since then, the smiley becomes a real communication tool and a famous world brand. After the success of local partnership with Smiley® World, BIC decided to launch for the first time, at an European level, Smiley® and Smiley® World series.





## KEY PROMOTIONAL EVENTS



### J26 Football Champions

Available quarter 2



### J25 Football Champions

Available quarter 2

In 2016, France will set up the 61st season of UEFA Champions League. BIC could not miss the event and has created especially for its football fan consumers this lighter series.



## Trays of 50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV FOOT 16 50 EU	934 166	3086126788371	48,50 €
LI J26 SLV FOOT 16 PBL 50 EU	934 167	3086126788371	48,50 €
LI J25 SLV FOOT 16 50 EU	934 169	3086126788951	41,50 €
LI J25 SLV FOOT 16 PBL 50 EU	934 170	3086126788951	41,50 €
LI J5 SLV FOOT 16 PBL 50 EU	934 171	0070330611757	33,50 €



## Counter displays

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25/J26 FOOT 16 2TD EU	934 219	3086123417755	90,00 €
LI J25/J26 FOOT 16 PBL 2TD EU	934 220	3086123417762	90,00 €
LI J25/J26 FOOT 16 4TD EU	934 286	3086123418424	180,00 €

## Blisters

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV FOOT 16 BL2 EU	934 200	3086123417564	2,32 €



Presentation box & leaflet available



## FULL YEAR

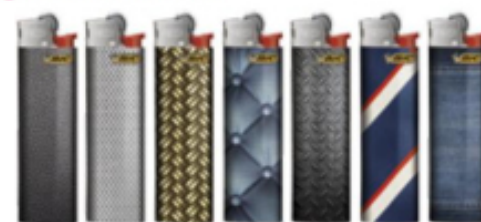
### J23 MISS BIC® Tea



### J23 MISS BIC® Love



### J23 Material



## FULL YEAR

### J38 Material



### J38 Rider



### J38 Mechanics



## FULL YEAR

### J39 Ripped



### J39 Hero



### J39 Neon





## KEY PROMOTIONAL EVENTS



### J26 Brazil

Available quarter 3



### J25 Brazil

Available quarter 3

This year again, the sportive world's eyes will be focused on Brazil which will host the 31st Olympiads. BIC could definitely not fail to wear the green and yellow colors and offer a lighter series dedicated to Brazil.

## Trays of 50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV BRAZIL 16 50 EU	934 172	3086126788371	48,50 €
LI J26 SLV BRAZIL 16 PBL 50 EU	934 173	3086126788371	48,50 €
LI J6 SLV BRAZIL 16 PBL 50 EU	934 174	0070330604391	39,50 €
LI J25 SLV BRAZIL 16 50 EU	934 175	3086126788951	41,50 €



## Counter displays

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25/J26 BRAZIL 16 2TD EU	934 222	3086123417786	90,00 €
LI J25/J26 BRAZIL 16 4TD EU	934 289	3086123418455	180,00 €

## Blisters

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV BRAZIL 16 BL2 EU	934 202	3086123417588	2,32 €



Presentation box & leaflet available





**J38 Smiley®**  
Available quarter 4



**J25 Smiley® World**  
Available quarter 4



The smiley, a designed draw representing a smiling face, appears in the 60's in the USA. Since then, the smiley becomes a real communication tool and a famous world brand. After the success of local partnership with Smiley World, BIC decided to launch for the first time, at an European level, Smiley® and Smiley® World series.

## Licence

## KEY PROMOTIONAL EVENTS

### Trays of 50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV SMILEY® 16 50 EU	934 178	3086123147577	43,50 €
LI J25 SLV SMILEY® 16 PBL 50 EU	934 179	3086123147577	43,50 €
LI J5 SLV SMILEY® 16 PBL 50 EU	934 180	3086126623702	35,50 €
LI J38 SLV SMILEY® 16 50 EU	934 181	3086123422049	61,50 €



### Counter displays

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25/J38 SMILEY® 16 2TD EU	934 225	3086123417816	105,00 €
LI J25/J38 SMILEY® 16 PBL 2TD EU	934 226	3086123417823	105,00 €
LI J25/J38 SMILEY® 16 4TD EU	934 292	3086123418486	210,00 €



### Blister packs

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV SMILEY® 16 BL2 EU	934 204	3086123417601	2,12 €
LI J38 SLV SMILEY® 16 BL2 EU	934 206	3086123417625	2,81 €



Presentation box & leaflet available

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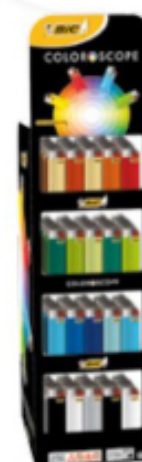
## J25 Coloroscope

Available semester I

Colors are ever-present around us. They inspire us state of mind and feelings, but depending on cultures and times, they have different significations. So which Coloroscope lighter will you choose?

## Trays of 50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 STD MULTI RED 16 50 EU	934 297	3086125002805	36,00 €
LI J25 STD MULTIRED PBL 50 EU	934 298	3086125002805	36,00 €
LI J25 STD MULTI BLUE 15 50 EU	932 833	3086125002805	36,00 €
LI J25 STD MULTIBLUE PBL 50 EU	932 843	3086125002805	36,00 €
LI J5 STD MULTI BLUE PBL 50 EU	934 300	3086124904315	28,00 €
LI J25 STD MULTIGREEN 16 50 EU	934 301	3086125002805	36,00 €
LI J25STD MULTIGREEN PBL 50 EU	934 302	3086125002805	36,00 €
LI J25 STD MULTI B&W 15 50 EU	934 304	3086125002805	36,00 €
LI J25STD MULTI B&W PBL 50 EU	934 305	3086125002805	36,00 €
LI J5 STD MULTI B&W PBL 50 EU	934 306	3086124904315	28,00 €



## Counter displays

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 STD MULTI 16 4TD EU	934 307	3086123418639	144,00 €
LI J25 STD MULTI 16 PBL 4TD EU	934 308	3086123418646	144,00 €

Presentation box & leaflet available





## J26 Shine Bright

Available semester 2

The «bling-bling» trend, born in the American black urban culture in the late 90's, is back in 2016. And for our consumers who love shining wherever they are, this series is made for them!

## Trays of 50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV SHINE B 16 50 EU	934 183	3086126788371	48,50 €
LI J26SLV SHINE B 16 PBL 50 EU	934 184	3086126788371	48,50 €
LI J6 SLV SHINE B 16 PBL 50 EU	934 195	0070330604391	39,50 €



## Counter displays

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV SHINE B 16 2TD EU	934 207	3086123417632	97,00 €
LI J26 SHINE B 16 PBL 2TD EU	934 208	3086123417649	97,00 €
LI J26 SLV SHINE B 16 4TD EU	934 294	3086123418509	194,00 €
LI J26 SHINE B 16 PBL 4TD EU	934 295	3086123418516	194,00 €

## Blister

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV SHINE B 16 BL2 EU	934 210	3086123417663	2,32 €



Presentation box & leaflet available



# DECORATED LIGHTERS

## FLINT LIGHTERS

### MAXI J26..... 30

MESSAGE.....	30
BARK.....	31
NOCTURNE.....	32
SURF.....	33
CACTUS.....	34
PATTERN.....	35
TATTOO.....	36
VEHICLES.....	37

### MINI J25..... 38

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STREET.....	42
NEON SKIN.....	43
GAS.....	44

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### SLIM J23..... 47

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## ELECTRONIC LIGHTERS

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MECHANICS.....	51
RIDER.....	52

### MINITRONIC® J39 .... 53

RIPPED.....	53
NEON.....	54
HERO.....	55



## SEMESTER 1

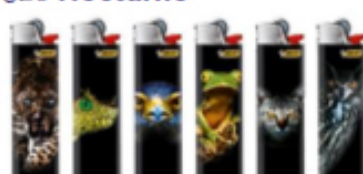
### J26 Message



### J26 Bark



### J26 Nocturne



## SEMESTER 2

### J26 Surf



### J26 Cactus



## FULL YEAR

### J26 Pattern



### J26 Tattoo



### J26 Vehicles



## SEMESTER 1

### J25 Tribal



### J25 Neon



### J25 Hipster



### J25 ABC



### J25 Street



## SEMESTER 2

### J25 Neon Skin



### J25 Gas



### J25 Beach



## FULL YEAR

### J25 Skull



## FULL YEAR

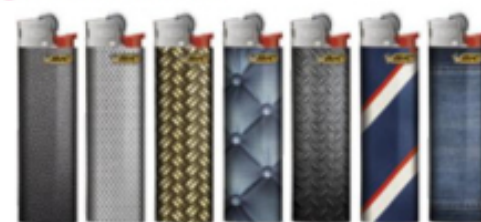
### J23 MISS BIC® Tea



### J23 MISS BIC® Love



### J23 Material



## FULL YEAR

### J38 Material



### J38 Rider



### J38 Mechanics



## FULL YEAR

### J39 Ripped



### J39 Hero



### J39 Neon







**maxi** 



## J26 Message

Available semester 1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV MSG 16 50 EU	934 053	3086126788371	48,50 €
LI J26 SLV MSG 16 PBL50 EU	934 054	3086126788371	48,50 €



MESSAGE

# J26

Conform  
ISO 9994

Conform  
EN 13869

85%  


**FLINT  
LIGHTERS**  
DECORATED LIGHTERS



## J26 Bark

Available semester 1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV BARK 16 50 EU	934 041	3086126788371	48,50 €
LI J26 SLV BARK 16 PBL 50 EU	934 042	3086126788371	48,50 €
LI J6 SLV BARK 16 PBL 50 EU	934 082	0070330604391	39,50 €



NATURE

FLINT  
LIGHTERS



maxi 

J26

Conform  
ISO 9994

Conform  
EN 13869

85%  


FLINT  
LIGHTERS  
DECORATED LIGHTERS



## J26 Nocturne

Available semester 1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV NOCTURNE 16 50 EU	934 048	3086126788371	48,50 €
LI J26 SLV NOCTURNE 16 PBL 50 EU	934 049	3086126788371	48,50 €



ANIMALS



## J26 Surf

Available semester 2

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV SURF 16 50 EU	934 045	3086126788371	48,50 €
LI J26 SLV SURF 16 PBL 50 EU	934 046	3086126788371	48,50 €



SPORT





maxi 

J26

Conform  
ISO 9994

Conform  
EN13869

85%  


FLINT  
LIGHTERS  
DECORATED LIGHTERS



## J26 Cactus

Available semester 2

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	RSP
LI J26 SLV CACTUS 16 50 EU	934 043	3086126788371	48,50 €
LI J26 SLV CACTUS 16 PBL 50 EU	934 044	3086126788371	48,50 €



## J26 Pattern

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	RSP
LI J26 SLV PATTERN 16 50 EU	934 056	3086126788371	48,50 €
LI J26 SLV PATTERN 16 PBL 50 EU	934 057	3086126788371	48,50 €



NATURE

PATTERN



# J26

Conform  
ISO 9994

Conform  
EN13869

85%  
BATTERY

## FLINT LIGHTERS

DECORATED LIGHTERS



## J26 Tattoo

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV TATTOO 16 50 EU	934 058	3086126788371	48,50 €
LI J26 SLV TATTOO 16 PBL 50 EU	934 059	3086126788371	48,50 €



TATTOO



## J26 Vehicles

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 SLV VEHICULES 16 50 EU	934 899	3086126788371	48,50 €
LI J26 SLV VEHICULES 16 50 EU	934 900	3086126788371	48,50 €
LI J6 SLV VEHICULES 16PBL50 EU	934 901	0070330604391	39,50 €



VEHICLES





J25

Conform  
ISO 9994

Conform  
EN 13869

85%  
BATTERY  
LIFE

FLINT  
LIGHTERS  
DECORATED LIGHTERS



## J25 Tribal

Available semester 1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV TRIBAL 16 50 EU	934 095	3086126788951	41,50 €
LI J25 SLV TRIBAL 16 PBL 50 EU	934 096	3086126788951	41,50 €



PATTERN



## J25 Neon

Available semester 1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV NEON 16 50 EU	934 125	3086126788951	41,50 €
LI J25 SLV NEON 16 PBL 50 EU	934 126	3086126788951	41,50 €
LI J5 SLV NEON 16 PBL 50 EU	934 127	0070330611757	33,50 €



ART



J25

Conform  
ISO 9994

Conform  
EN 13869

85%  
BATTERY

FLINT  
LIGHTERS  
DECORATED LIGHTERS



## J25 Hipster

Available semester 1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV HIPSTER 16 50 EU	934 092	3086126788951	41,50 €
LI J25 SLV HIPSTER 16PBL 50 EU	934 093	3086126788951	41,50 €



## J25 ABC

Available semester 1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV ABC 16 50 EU	934 110	3086126788951	41,50 €
LI J25 SLV ABC 16 PBL 50 EU	934 111	3086126788951	41,50 €
LI J5 SLV ABC 16 PBL 50 EU	934 112	0070330611757	33,50 €



MESSAGE





J25

Conform  
ISO 9994

Conform  
EN 13869

85%  
BIC

FLINT  
LIGHTERS  
DECORATED LIGHTERS



## J25 Street

Available semester 1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV STREET 16 50 EU	934 116	3086126788951	41,50 €
LI J25 SLV STREET 16 PBL 50 EU	934 117	3086126788951	41,50 €
LI J5 SLV STREET 16 PBL 50 EU	934 118	0070330611757	33,50 €



ART



## J25 Neon Skin

Available semester 2

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV NEONSKIN 16 50 EU	934 119	3086126788951	41,50 €
LI J25 SLV NEONSKIN 16PBL 50 EU	934 120	3086126788951	41,50 €
LI J5 SLV NEONSKIN 16PBL 50 EU	934 121	0070330611757	33,50 €



PATTERN



mini

J25

Conform  
ISO 9994

Conform  
EN 13869

85%  
BIC

FLINT  
LIGHTERS  
DECORATED LIGHTERS



## J25 Gas

Available semester 2

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV GAS 16 50 EU	934 098	3086126788951	41,50 €
LI J25 SLV GAS 16 PBL 50 EU	934 099	3086126788951	41,50 €
LI J5 SLV GAS 16 PBL 50 EU	934 100	0070330611757	33,50 €



## J25 Beach

Available semester 2

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV BEACH 16 50 EU	934 101	3086126788951	41,50 €
LI J25 SLV BEACH 16 PBL 50 EU	934 102	3086126788951	41,50 €
LI J5 SLV BEACH 16 PBL 50 EU	934 103	0070330611757	33,50 €



HOLIDAYS





J25

J23

Conform  
ISO 9994

Conform  
EN 13869

85%  
BATTERY

FLINT  
LIGHTERS  
DECORATED LIGHTERS

mini

SLIM™



## J25 Skull

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 SLV SKULL 16 50 EU	934 122	3086126788951	41,50 €
LI J25 SLV SKULL 16 PBL 50 EU	934 123	3086126788951	41,50 €
LI J5 SLV SKULL 16 PBL 50 EU	934 124	0070330611757	33,50 €



## J23 Miss BIC® Tea

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J23 SLV MB TEA 16 50 EU	934 064	3086126795669	44,50 €
LI J23 SLV MB TEA 16 PBL 50 EU	934 065	3086126795669	44,50 €



SKULL

MISS BIC®



J23

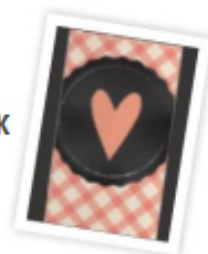
Conform  
ISO 9994

Conform  
EN13869

85%  
BATTERY

FLINT  
LIGHTERS  
DECORATED LIGHTERS

BACK



## J23 Miss BIC® Love

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J23 SLV MB LOVE 16 50 EU	934 070	3086126795669	44,50 €
LI J23 SLV MB LOVE 16 PBL 50 EU	934 071	3086126795669	44,50 €
LI J3 SLV MB LOVE 16 PBL 50 EU	934 072	0070330611672	36,00 €



## J23 Material

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J23 SLV MATERIAL 16 PBL 50 EU	934 237	3086126795669	44,50 €
LI J3 SLV MATERIAL 16 PBL 50 EU	934 238	0070330611672	36,00 €



MISS BIC®

TEXTURES





## J38 Material

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J38 SLV MATERIAL 16 50 EU	934 131	3086123141315	61,50 €
LI J38 SLV MATERIAL 16 PBL 50 EU	934 132	3086123141315	61,50 €
LI J8 SLV MATERIAL 16 PBL 50 EU	934 133	3086126727875	56,00 €



TEXTURES

# J38

Conform  
ISO 9994

Conform  
EN 13869

85%  
BATTERY

## ELECTRONIC LIGHTERS

DECORATED LIGHTERS



## J38 Mechanics

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J38 SLV MECHANICS 16 50 EU	934 134	3086123141315	61,50 €
LIJ38 SLV MECHANICS 16PBL50 EU	934 135	3086123141315	61,50 €



VEHICLE

ELECTRONIC LIGHTERS



# J38

ELECTRONIC



## J38 Rider

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J38 SLV RIDER 16 50 EU	934 137	3086123141315	61,50 €
LI J38 SLV RIDER 16 PBL 50 EU	934 138	3086123141315	61,50 €



# J39

Conform ISO 9994

Conform EN 13869

85%

MINITRONIC



ELECTRONIC LIGHTERS  
DECORATED LIGHTERS



## J39 Ripped

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J39 SLV RIPPED 16 50 EU	934 146	3086126795775	56,50 €
LI J39 SLV RIPPED 16 PBL 50 EU	934 147	3086126795775	56,50 €



PATTERN

RIDER





# J39

Conform  
ISO 9994

Conform  
EN 13869

85%  
BATTERY  
LIFE

**ELECTRONIC  
LIGHTERS**  
DECORATED LIGHTERS



## J39 Neon

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J39 SLV NEON 16 50 EU	934 152	3086126795775	56,50 €
LI J39 SLV NEON 16 PBL 50 EU	934 153	3086126795775	56,50 €



## J39 Hero

Available full year

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J39 SLV HERO 16 50 EU	934 155	3086126795775	56,50 €
LI J39 SLV HERO 16 PBL 50 EU	934 156	3086126795775	56,50 €



STREET ART

FANTASY



# CLASSIC LIGHTERS

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maxi 

**Stable flame**  
thanks to pure  
isobutane fuel

**Safety hood**  
made of strong  
steel material  
with locking  
feature

**High  
resistance**  
Reservoir made of  
high mechanical  
resistance resin  
(Delrin®)

**Child-resistant  
safety guard<sup>(1)</sup>**  
Compliant with EN  
13869 Standard

**A long  
lasting lighter<sup>(2)</sup>**  
thanks to a greater  
volume of gas in  
the reservoir



Colour range



#### Key features


- Made of High mechanical resistance delrin®
- Stable Flame

#### Main selling point

- The BIC Maxi lighter J26 provides up to 3000 lights, and gives up to 2 times more lights than other flint lighters of the same format<sup>(2)</sup>

#### Target

- 30 +
- Male
- Heavy users driven by safety and reliability

Up to 3000 

J26

Conform  
ISO 9994

Conform  
EN 13869

85%  


FLINT  
LIGHTERS

#### J26 Maxi Tray x50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 MAXI AST LG 50 INT	807 976	3086125002843	43,00 €
LI J26 MAXI AST PBL LG 50 INT	807 975	3086125002843	43,00 €
LI J6 MAXI AST PBL LG 50 INT	8001581	3086120600297	34,00 €
LI J26 YELLOWC LG PBL 50 EU	937 932	3086125002843	43,00 €
LI J26 YELLOWC LG 50 EU	937 933	3086125002843	43,00 €
LI J26 GREEN 375C LG PBL 50 EU	937 934	3086125002843	43,00 €
LI J26 GREEN 375C LG 50 EU	937 935	3086125002843	43,00 €
LI J26 RHODAREDC LG PBL 50 EU	937 936	3086125002843	43,00 €
LI J26 RHODAREDC LG 50 EU	937 937	3086125002843	43,00 €
LI J26 MAXI BLACK 50 EU	937 938	3086125002843	43,00 €
LI J26 MAXI WHI LG 50 EU	938 916	3086125002843	43,00 €



#### J26 Maxi Tray x20

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 MAXI AST PBL LG 20 EU	867 700	3086123109797	17,60 €
LI J6 MAXI AST LG 20 INT	8216711	5201313011669	14,00 €



#### J26 Maxi Multipack x5

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 MAXI AST BL4+1 INT	866 400	3086126789897	3,82 €



#### J26 Maxi Multipack x4

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 MAXI AST BL3+1 INT	866 401	3086126789903	2,96 €



#### J26 Maxi Multipack x3

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 MAXI AST LG M3 INT	807 977	3086125002850	2,96 €
LI J26 MAXI AST LG M2+1 INT	866 395	3086126789842	2,10 €



#### J26 Maxi Multipack x2

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 MAXI AST LG M2+1 INT	830 611	3086126642727	2,10 €
LI J6 MAXI AST LG M2 INT	8019501	3086124804622	1,74 €



#### J26 Maxi Multipack x1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J26 MAXI AST LG PT INT	862 321	3086126788982	1,24 €
LI J26 AST BI VEND MACH 10 INT	893 849	3086126654515	1,24 €



(1) A Child-resistant lighter is not a child proof lighter. A Child-resistant lighter is a lighter that at least 85% of children under 51 months of age cannot operate. This means that up to 15% of children may still be able to operate such a lighter. Therefore, adults should always ensure that young children cannot get hold of lighters, even if they are Child-resistant. For more information, visit the European Commission website: [http://ec.europa.eu/consumers/safety/prod\\_legis/prod\\_legislation\\_lighters\\_en.htm](http://ec.europa.eu/consumers/safety/prod_legis/prod_legislation_lighters_en.htm). (2) Internal tests. (3) Internal testing. EU Market 2008-2010



mini

J25

Conform  
ISO 9994

Conform  
EN 13869

85%  
85%  
85%

FLINT  
LIGHTERS

**Stable flame**  
Due to pure  
isobutane fuel

**Safety  
hood**

A nickel-plated  
steel hood that  
protects the  
flame from  
the wind.

**High  
resistance**

Reservoir  
made of high  
mechanical  
resistance resin  
(Delrin®)

**Child-resistant  
safety guard<sup>(1)</sup>**

Compliant with EN  
13869 Standard

**Convenient  
format**

**Comfortably  
elliptic shape**

Fits perfectly  
in the hand



Colour range



#### Key features

- Most convenient lighter from  
the BIC® range

#### Main selling point

- Fits anywhere

#### Target

- 18 +  
- Mixed audience  
- Look and style oriented  
customer profile

Up to 1400

\*Internal testing EU Market 2008-2010

#### J25 Mini Tray x50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 MINI AST LG 50 INT	807 972	3086125002805	36,00 €
LI J25 MINI AST PBL LG 50 INT	807 970	3086125002805	36,00 €
LI J5 MINI AST LG PBL 50 INT	8002101	3086124904335	28,00 €
LI J25 MINI GOLD LG 50 INT	830 624	3086126642857	41,50 €
LI J25 MINI GOLD LG PBL 50 INT	890 474	3086126642857	41,50 €
LI J25 MINI BLACK 50 EU	937 955	3086125002805	36,00 €
LI J25 MINI PASTEL LG 50 INT	866 384	3086126789729	36,00 €
LI J25 MINI PASTEL LG 50 INT	866 383	3086126789729	36,00 €
LI J25 PASTEL BLUE 50 EU	938 306	3086126789729	36,00 €
LI J25 PASTEL BLUE 50 PBL EU	938 307	3086126789729	36,00 €
LI J25 PASTEL PINK 50 EU	938 308	3086126789729	36,00 €
LI J25 PASTEL PINK 50 PBL EU	938 309	3086126789729	36,00 €
LI J25 PASTEL YELLOW 50 EU	938 310	3086126789729	36,00 €
LI J25 PASTEL YELLOW 50 PBL EU	938 311	3086126789729	36,00 €

#### J25 Mini Tray Fluo x50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 YellowC LG PBL 50 EU	932 752	03086125002805	36,00 €
LI J25 Mini YellowC LG 50 EU	929 356	03086125002805	36,00 €
LI J25 Green 375C LG PBL 50 EU	932 750	03086125002805	36,00 €
LI J25 Mini Green 375C LG 50 EU	929 354	03086125002805	36,00 €
LI J25 Rhoda RedC LG PBL 50 EU	932 751	03086125002805	36,00 €
LI J25 Mini Rhoda RedC LG 50 EU	929 355	03086125002805	36,00 €
LI J25 Mixed Fluo LG PBL 50 EU	932 753	03086125002805	36,00 €
LI J25 Mini Mixed FLUO LG 50 EU	932 726	03086125002805	36,00 €

#### J25 Mini Tray x20

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 MINI AST 20 PBL INT	877 941	3086126789118	14,80 €
LI J5 MINI AST PBL 20 INT	883095	3086126730882	11,60 €

#### J25 Mini Multipacks

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 MINI AST LG M4 INT	830 622	3086126642833	3,26 €
LI J25 MINI AST LG M3+1 INT	866 397	3086126789866	2,54 €
LI J25 MINI AST LG M3 INT	807 973	3086125002812	2,54 €
LI J5 MINI AST LG M3 INT	8019411	3086124804912	2,06 €

#### J25 Mini Shelf Ready Packaging

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 MINI STD AST M3 SRP5 EU	911 459	3086123327047	38,30 €

(1) A Child-resistant lighter is not a child proof lighter. A Child-resistant lighter is a lighter that at least 85% of children under 51 months of age cannot operate. This means that up to 15% of children may still be able to operate such a lighter. Therefore, adults should always ensure that young children cannot get hold of lighters, even if they are Child-resistant. For more information, visit the European Commission website: [http://ec.europa.eu/consumers/safety/prod\\_legis/prod\\_legislation\\_lighters\\_en.htm](http://ec.europa.eu/consumers/safety/prod_legis/prod_legislation_lighters_en.htm)





# J23

Conform  
ISO 9994

Conform  
EN 13869

85%  
CHILD-RESISTANT

## FLINT LIGHTERS

**Stable flame**  
Due to pure  
isobutane fuel

**Safety  
hood**

A nickel-plated  
steel hood that  
protects the  
flame from  
the wind.

**High  
resistance**  
Reservoir made  
of high mechanical  
resistance resin  
(Delrin®)

**Child-resistant  
safety guard<sup>(1)</sup>**  
Compliant with EN  
13869 Standard

**Slim body**  
For a stylish and  
feminine shape  
of lighter

**Comfortably  
elliptic shape**  
Fits perfectly  
in the hand



\*Internal testing EU  
Market 2008-2010

Colour range



### Key features

- The must-have everyday  
accessory for women  
with opaque colour

### Main selling point

- Slim & fits everywhere

### Target

- 18 +  
- Female  
- Classic style

Up to 1800



### J23 Slim Tray x50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J23 SLIM OP AST LG 50 INT	830 612	3086126642734	39,00 €
LI J23 OP AST PBL LG 50 INT	830 614	3086126642734	39,00 €
LI J23 SLIM OP WHO LG 50 EU	928 166	3086126642734	39,00 €
LI J3 SLIM OP AST LG PBL 50 INT	8001801	3086120600389	30,50 €
LI J3 SLIM OP BLK LG PBL 50 INT	8441861	3086120600389	30,50 €
LI J3 SLIM TR AST LG PBL 50 INT	8001961	3086120600426	30,50 €

### J3 Slim tray x20

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J3 SLIM OP AST LG PBL 20 INT	896 791	3086123127944	12,60 €



### J23 Slim Multipack x2

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J23 SLIM OP AST LG M2 INT	830 616	3086126642772	1,94 €

### Miss BIC® Multipack x2

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
2 J23 MISS BIC® ROLL OVER	906 949	3086123281783	2,16 €



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ELECTRONIC



J38

Conform  
ISO 9994Conform  
EN 1386985%  
Child-resistantELECTRONIC  
LIGHTERS

**Stable flame**  
Due to pure  
isobutane

**Safety  
hood**

A nickel-plated  
steel hood that  
protects the  
flame from the  
wind

**High  
resistance**  
Made of high  
mechanical  
resistance resin  
(Delrin®)

**High force  
ignition system**  
BIC® electronic  
lighters are Child  
resistant® and  
comply with  
EN 13869

**Consumer  
friendly  
shape**

**Elegant &  
comfortable  
lighting**  
Thanks to one  
step ignition  
mechanism

Colour range

**Key features**

- Electronic ignition system

**Main selling point**

- Thumb friendly pusher

**Target**

- 40 +
- Mixed audience
- Statutory oriented  
customer profile looking  
for sophisticated products

Up to 1800

**J38 Electronic Tray x50**

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J38 BICOLOR AST LG 50 INT	862 272	3086126642888	49,00 €
LI J38 BICOLOR LG PBL 50 INT	862 274	3086126642888	49,00 €
LI J38 ELEC GOLD LG 50 INT	862 277	3086126788548	54,00 €
LI J38 ELEC GOLD LG PBL 50 INT	890 479	3086126788548	54,00 €

**J38 Electronic Tray x20**

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J38 ELEC TRAY 20 PBL EU	918 772	3086123328037	20,00 €

**J38 Electronic Multipack x2**

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J38 BICOLOR AST LG M2 INT	862 275	3086126788524	2,31 €
LI J38 BICOLOR AST B2+1 INT	869 196	3086123113411	2,31 €
2 J38 Electronic Gold	862 279	3086126788562	2,51 €

**J38 Electronic Blister x1**

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J38 BICOLOR AST LG P1 INT	862 258	3086126788357	1,33 €



(t) A Child-resistant lighter is not a child proof lighter. A Child-resistant lighter is a lighter that at least 85% of children under 51 months of age cannot operate. This means that up to 15% of children may still be able to operate such a lighter. Therefore, adults should always ensure that young children cannot get hold of lighters, even if they are Child-resistant. For more information, visit the European Commission website: [http://ec.europa.eu/consumers/safety/prod\\_legis/prod\\_legislation\\_lighters\\_en.htm](http://ec.europa.eu/consumers/safety/prod_legis/prod_legislation_lighters_en.htm)





# J39

Conform  
ISO 9994

Conform  
EN 13869

85%  
Child-resistant

## ELECTRONIC LIGHTERS

**Stable flame**  
Due to pure  
isobutane

**Safety  
hood**

A nickel-plated  
steel hood that  
protects the flame  
from the wind

**High  
resistance**  
Made of high  
mechanical  
resistance resin  
(Delrin®)



**High force  
ignition  
system**

BIC® electronic  
lighters are Child  
resistant<sup>(1)</sup> and  
comply with  
EN 13869

**Consumer  
friendly  
shape**

**Comfortable  
lighting**

Thanks to one step  
ignition mechanism



### Key features

- Convenient size
- Electronic ignition system

### Main selling point

- Thumb friendly pusher

### Target

- 30 +
- Mixed audience
- Statutory oriented  
customer profile looking  
for sophisticated products

Up to 1050



### J39 Minitronic® Tray x50

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LJ J39 MTRO TONIC AST LG 50 INT	862 283	3086126653839	44,00 €
LJ J39 MTRO TONIC LG PBL 50 INT	862 285	3086126653839	44,00 €
LJ J9 MTRO TONIC LG PBL 50 INT	8219981	0070330611399	38,00 €

### J39 Minitronic® Tray x20

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LJ J39 TRAY 20 PBL EU	918 776	3086123328013	18,00 €



### J39 Minitronic® Multipack x2

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LJ J39 MTRO TONIC AST LG M2 INT	862 286	3086126653884	2,11 €
LJ J9 MTRO TONIC AST LG M2 INT	8219961	0070330611412	1,87 €

(1) A Child-resistant lighter is not a child proof lighter. A Child-resistant lighter is a lighter that at least 85% of children under 51 months of age cannot operate. This means that up to 15% of children may still be able to operate such a lighter. Therefore, adults should always ensure that young children cannot get hold of lighters, even if they are Child-resistant. For more information, visit the European Commission website: [http://ec.europa.eu/consumers/safety/prod\\_legis/prod\\_legislation\\_lighters\\_en.htm](http://ec.europa.eu/consumers/safety/prod_legis/prod_legislation_lighters_en.htm)



# UTILITY LIGHTERS

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## LIGHTING IS AN EVERYDAY OCCASION



Everyday Cooking



Camping



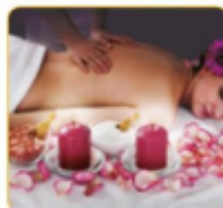
Barbecue



Birthday parties



Entertainment at home



Relaxing time



Cosying up to the fireplace



Celebration

## UTILITY LIGHTER SEGMENT CAN KEEP ON GROWING IF WE MARKET IT EVEN MORE!

1

### DEVELOP PENETRATION

Recruit new consumers by developing awareness of Utility lighters' usages & benefits.



2

### INCREASE VISIBILITY

Develop sales through increased shopper visibility thanks to a larger Utility lighter range and a multiple implementation in store consistent with the usages.



3

### TRIGGER IMPULSE PURCHASES

Create impactful in-store initiatives & promotions to entice each consumer target at key moments of the year.



## 4 GROWTH DRIVERS

### TO FURTHER DEVELOP THE UTILITY LIGHTER MARKET



Propose to women & families who are lighting candles at the dinner table while entertaining friends and family at home. A colourful, stylish flame-producing accessory.



Convince parents who are organizing celebration and birthday parties that a utility lighter is the safest and most convenient tool to light up candles especially when kids are around.



Provide adults who are lighting the BBQ in the summer and fireplaces in the winter with the best performing and resistant tool to light fire efficiently.



Offer adults, who like to enjoy relaxing moments at home, a comfortable and easy-to-use utility lighter to light their scented candles and fireplaces.



STARTING IN 2016 WITH THE NEW  
BIC MEGALIGHTER™ RANGE



THE HISTORICAL UTILITY LIGHTER ALREADY  
APPROVED BY CONSUMERS!



Recommended store section: all sections or check-out

CELEBRATION PARTIES



THE MEGALIGHTER™ THAT SAFELY  
LIGHTS UP ALL YOUR CELEBRATIONS!



Recommended store section:  
Birthday section / Snacks section

ENTERTAINING AT HOME



THE TRENDY MEGALIGHTER™ TO LIGHT  
UP ALL MY CANDLES AT HOME!



Recommended store section: Kitchen /  
Home & decoration / candles section

# UTILITY LIGHTERS

## RANGE SUMMARY



MEGALIGHTER™, THE MUST-HAVE TOOL TO LIGHT UP  
YOUR BBQ AND FIREPLACE!



Recommended store section: Fire / BBQ / Garden section



MEGALIGHTER™, EASILY WARMS UP  
MY RELAXING MOMENTS!



Recommended store section: Candles / Fire section





**Easy and comfortable to light**  
Due to its push button

**Visible gas supply**



Colour range



**A safe lighting**  
Thanks to its 6 cm wand

**Comfortable handling**  
Provided by a curved handled design

**Easy storage**  
With a retractable hook

#### Key features

- Fixed flame
- Small & modern shape
- BIC gas reservoir

Up to 750

#### Main selling point

- The ideal tool for all usages: cooker, fire places and BBQ



#### Target

- 25+
- mixed audience



### Blister

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI MEGA MULTI U140 EU	862 261	3086126788388	3,18 €
LI U140 STD BLACK B1 INT	937 944	3086126788388	3,18 €
LI U140 STD B2 EU	934 239	3086123417953	6,20 €

### Tray x10 Megallighter™

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 TRAY 10 PBL INT	893 899	3086123261488	31,80 €



### Shelf Ready Counter Display

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 SRP 6 BL1 EU	8952431	3086123268838	19,08 €
LI U140 STD DSP 10 B1 EU	892 542	3086123252325	31,80 €



### Clip strip of x6 blisters of 1 Megallighter™

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 CLIP STRIP 6 INT	869 164	3086123113091	19,08 €

### Floorstand displays

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 DSP HELIOS 60 EU	890 523	3086123179882	190,80 €
LI U140 DSP HELIOS 120 EU	890 524	3086123179875	381,60 €
LI U140 DSP HELIOS 216 EU	936 845	3086123429475	686,88 €







**FLUO!**

Colour range



#### Key features

- Fixed flame
- Small & modern shape
- BIC gas reservoir
- Flashy colors

**Up to 750**

#### Main selling point

- The ideal tool for candles



#### Target

- 25+
- Mostly women



#### Blister x1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI MEGA DESIGN U140 EU	918 777	3086123341852	3,49 €

#### Shelf Ready Counter display x10

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 STD FLUO DSP 10 B1 EU	932 210	3086123406353	34,90 €

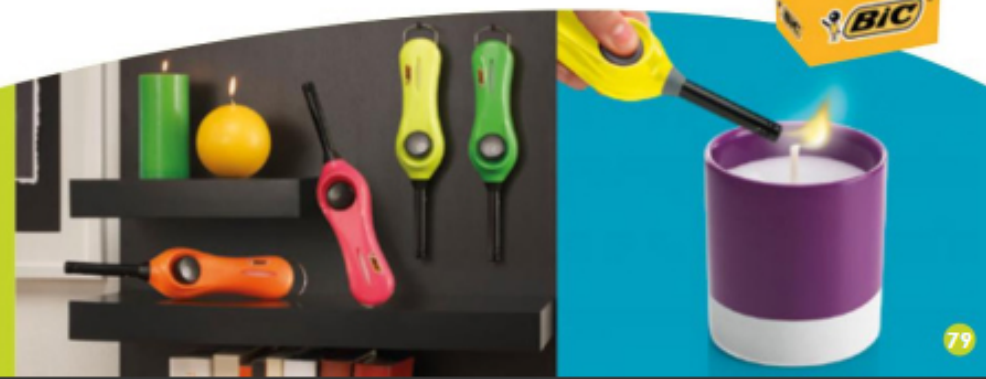


#### Clipstrip x6 blisters of 1 Megalighter™

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 FLUO CLIPSTRIP 6 EU	918 778	3086123341869	20,94 €

#### Floorstand displays

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 FLUO HELIOS 60 EU	918 780	3086123341883	209,40 €
LI U140 FLUO HELIOS 120 EU	918 779	3086123341876	418,80 €





**Blister x1**

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI MEGA HAPPY UI40 EU	935 474	3086123426856	3,49 €



**Clip Strip x6 blisters of 1 Megalighter™**

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI UM40 STD HAPPY CLIP STRIP 6 EU	936 839	3086123426863	20,94 €

**Key features**

- Fixed flame
- Small & modern shape
- BIC gas reservoir

Up to 750

**Main selling point**

- The ideal tool to safely light up birthday parties and all celebrations



**Target**

- 30+
- Mothers







**FLEX TECHNOLOGY**

**Goes anywhere**  
Thanks to its  
11 cm flexible  
long wand

**Easy and comfortable  
to light**  
Due to its push  
button

**Comfortable  
handling**  
Provided  
by a curved  
handled design

**Visible gas  
supply**

**Easy  
storage**  
With a  
retractable  
hook

Colour range



#### Key features

- Fixed flame
- Small & modern shape
- BIC gas reservoir

**Up to 750**



#### Main selling point

- The ideal tool for BBQ and fireplaces



#### Target

- 25+
- Men



#### Blister x1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 FLEX FLAME BI EU	936 788	3086123428805	3,96 €

#### Clipstrip x6 blisters of 1 Megalighter™

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 FLAME CLIPSTRIP 6 EU	936 838	3086123429406	23,76 €



#### Floorstand display x120

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 FLAME DSPHELIOS 120 EU	936 831	3086123429338	475,20 €





FLEX TECHNOLOGY

**Goes anywhere**  
Thanks to its 11 cm flexible long wand

**Easy and comfortable to light**  
Due to its push button

**Comfortable handling**  
Provided by a curved handled design

**Visible gas supply**

**Easy storage**  
With a retractable hook

Colour range



#### Key features

- Fixed flame
- Small & modern shape
- BIC gas reservoir

Up to 750



#### Main selling point

- The comfortable and convenient tool for candles and fireplaces



#### Target

- 25+
- Women



#### Megalighter™ Blister x1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 FLEX BBQ EU	895 170	3086123268104	3,96 €

#### Shelf Ready Counter display x6

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 FLEX SRP6 BLI EU	8124871	3086123300552	23,76 €



#### Clip Strip x6 blisters of 1 Megalighter™

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 FLEX CLIP STRIP 6 EU	897 890	3086123294004	23,76 €

#### Floorstand displays

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI U140 FLEX DSP HELIOS 60 EU	896 839	3086123284333	237,60 €
LI U140 FLEX DSP HELIOS 120 EU	896 840	3086123284340	475,20 €







# LIGHTER CASES

BIC® IN FLUO.....88





LIGHTER  
CASES



J25



### J25 and its lighter case BIC'in fluo Tray x25

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI J25 BIC'IN FLUO TRAY 25 EU	922 230	3086123265738	28,00 €

### J25 and its lighter case BIC'in fluo blister x3+1

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	LIST PRICE
LI BL3 J25+CASE FLUO FREE EU	922 212	3086123358690	2,54 €



### Empty snug x50 BIC'in fluo

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU
DISPLAY EMPTY BIC IN FLUO	922 242	3086123358997





Boost your sales  
with our impactful  
displays!

## Empty Generic Counter Displays

Available for 2016 standard and decorated BIC® lighters



### GENERIC COUNTER DISPLAY

DESIGNATION	EUROPEAN CODE	EAN SKU	STD COST
2-TIER DISPLAY	8471181	3086123311886	4,62 €

DESIGNATION	EUROPEAN CODE	EAN SKU	STD COST
2-TIER DISPLAY	932 885	3086123408340	3,40 €
3-TIER DISPLAY	932 886	3086123408357	5,50 €
4-TIER DISPLAY	932 887	-	7,10 €



### FLINT LIGHTER DISPLAY

DESIGNATION	EUROPEAN CODE	EAN SKU	STD COST
2-TIER DISPLAY	906 891	3086123317710	20,23 €
3-TIER DISPLAY	906 892	3086123317727	23,94 €
4-TIER DISPLAY	906 893	3086123317734	28,51 €



### ELECTRONIC LIGHTER DISPLAY

DESIGNATION	EUROPEAN CODE	EAN SKU	STD COST
2-TIER DISPLAY	923 458	3086123365735	21,80 €
3-TIER DISPLAY	923 459	3086123365742	29,45 €
4-TIER DISPLAY	922 899	3086123362376	34,74 €

## GENERIC DISPLAYS



### PLEXI DISPLAY

DESIGNATION	EUROPEAN CODE	EAN SKU	STD COST
4-TIER DISPLAY	892 899	3086123254954	17,21 €



### TRAY & 2 BUBBLE DISPLAY

EUROPEAN CODE	STD COST
932 817	-18,00 €



### BUBBLE

EUROPEAN CODE	EAN SKU	STD COST
8471213	3086123151444	4,79 €



### YELLOW BUBBLE

EUROPEAN CODE	EAN SKU	STD COST
933 681	3086123413696	4,91 €



## Empty Miss BIC® counter displays

Available for 2016 Miss BIC Decors



### MISS BIC® COUNTER DISPLAY

DESIGNATION	EUROPEAN CODE	EAN SKU	STD COST
2-TIER DISPLAY	896427	3086123287631	4,13 €



### MISS BIC® SHOE DISPLAY

DESIGNATION	EUROPEAN CODE	EAN SKU	STD COST
2 & 3-TIER DISPLAY	911 195	3086123324503	16,50 €



### MISS BIC® BUBBLE

EUROPEAN CODE	EAN SKU	STD COST
897 150	3086123286566	4,71 €



## Empty Megalighter® floorstand displays



### GONDOLA X12

EUROPEAN CODE	STD COST
9057412	7,75 €

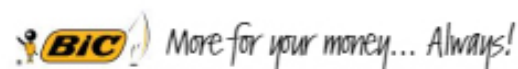


### FLOORSTAND X 130

EUROPEAN CODE	STD COST
9033712	30,73 €









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As a result of the ongoing development of our product range,  
Société BIC reserves the right to modify, without notice,  
the products and technical characteristics featured in this catalogue.  
Our new collection will be available in 2016 while stocks last.

